

Time Inc.

Time Inc.

Robert Mattaliano  
Program  
Development Manager

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Time Inc.  
Time & Life Building  
Rockefeller Center  
New York, NY 10020

A Time Warner Company

120 Park Avenue, 7th Floor  
New York, New York 10017

Dear Peter:

Thanks for your time on Monday morning. To help  
enclosing preliminary recommendations for video sele  
-- the quantity is beyond the fifty we discussed in orde  
We selected these recommendations by examining our  
into consideration Benson & Hedges' target audience  
requirements.

Per Diane Cimine's request, also enclosed are samples  
created for Buick's LeSabre brand in 1991 -- which, as  
producing new creative for the cover. Prospects were r  
catalog after participating in a test drive.

Additionally, Denise Cohen had asked how many video  
customers, and we determined the following:

- Average number of videos ordered per Time Warner Viewer's Edge customer:  
3.4
- Median number of videos ordered per Time Warner Viewer's Edge customer:  
2.0 (approx.)
- Average number of products ordered per typical U.S. catalog customer (any  
product): 2.5 - 3.7

Peter, I hope this information will help you and your team plan and build a successful  
program to grow Benson & Hedges' business, and we look forward to working with  
you in this process. In the meantime, please call me with any questions.

Sincerely,

*Steve*

Stephen L. Deschenes

Enc.

cc: Diane Cimine / Philip Morris  
Denise Cohen / Philip Morris  
Rita Schneider / Philip Morris  
Bob Mattaliano / Time Inc.  
Mitch Rothschild / Time Warner Viewer's Edge  
Jim Whitelaw / Time Inc.

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bidding process

PC's  $\Rightarrow$  14M  
PC's  $\Rightarrow$  77M

Coffee promo

10 min

27 min resp

5-55 WPC's

$\Rightarrow$  more tapes

2060304435

merchandising

buy down

2) selective body

insert?

above & beyond

contract

ding

documentata  
showing  
rights to  
movies.

2060304436

need individual  
commitment  
per tape

Videos  
3-4

Open  
Ended

less  
leverage

need volume  
commitment

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